

## ABSTRACT

- In a traffic control apparatus which controls data transmission rates of a plurality of channels, a transmission demand counter counts  
5 a transmission demand signal which a transmission demand generator generates at predetermined intervals set for each channel, a priority ranking determination portion determines a transmission priority ranking of each channel based on a value of the transmission demand counter by a round-robin method or other methods, and transmits a  
10 highest priority channel designation signal (cell transmission channel No.) which designates a transmission of a highest priority channel and a signal which decrements the transmission demand counter corresponding to the highest priority channel.

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